

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

1. (currently amended) A An integrated and modular content and format handling publishing system comprising:
  - (a) a content handling module, comprising
    - (i) a content definition editor that receives a content definition including one or more data types and one or more parameters for each data type;
    - (ii) a data structure generator that produces a content data structure, the content data structure corresponding to the content definition;
    - (iii) a content item editor that receives content item information , and provides the content item information for storage in the content data structure;
  - (b) a format handling module, comprising a template editor that generates formatting information for the content item information and stores the formatting information separately from the content item information; and
  - (c) a publisher that generates a formatted output based on the content item information and the formatting information.
2. (canceled)
3. (currently amended) The system of claim 1 2, wherein the content definition editor provides a blank content definition form to a user and receives the content definition from the user, and the data structure generator automatically produces the content data structure based on the content definition entered by the user.

4. (currently amended) The system of claim 1 3, wherein the content item editor provides a content item form to a user, the form corresponding to the content data structure and accepting content items that correspond to the content data structure.

5. (currently amended) The system of claim 1 3, wherein the content item and the formatting information are stored in separate databases.

6. (currently amended) The system of claim 1 5, wherein the content items are stored in the same database as the formatting information.

7. (currently amended) The system of claim 1 3, wherein the content definition editor permits the content data structure to be changed after the content data structure has been created and after one or more content items have been stored in the content data structure.

8. (currently amended) The system of claim 1 3, wherein the content item editor is accessible through a naked web browser.

9. (original) The system of claim 8, wherein the content item editor is accessible through a public internet kiosk.

10. (currently amended) The system of claim 1 3, wherein the content item editor is accessible through a personal wireless device.

11. (original) The system of claim 1, wherein the content definition editor, the content item editor, and the template editor are each accessible through a naked web browser.

12. (original) The system of claim 1, wherein the template editor comprises a file import module that receives the formatting information and transforms the formatting information into a form that is compatible with the system.

13. (original) The system of claim 1, further comprising a publication scheduler that controls when a particular content item is published by the publisher according to a set of predetermined publication criteria.

14. (original) The system of claim 13, wherein the publication criteria are generated automatically in response to parameters that are accessed from outside the system.

15. (original) The system of claim 1, wherein the formatting information comprises extensible mark-up language (XML) fragments.

16. (currently amended) The system of claim 1, wherein the content item information refers to one or more different content items ~~item~~, thereby producing one or more links between the content items.

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17. (currently amended) The system of claim 1, wherein the content item information is stored in multiple databases and is consolidated by the publisher.

18. (currently amended) A method comprising:  
providing content definition parameters to a content definition editor;  
producing a content data structure in a database corresponding to the content definition parameters;

providing content item information to the content data structure, the content item information representing an instance of content that corresponds to the content definition parameters;

generating and storing formatting information separately from the content item information;

consolidating multiple portions of content item information that are respectively stored in multiple databases; and

publishing the content item information by combining the content item information with the formatting information so as to present the content item information in a formatted manner.

19. (original) The method of claim 18, further comprising providing a hyperlink between a first set of content item information and a second set of content item information.

20. (original) The method of claim 18, wherein the content item information is provided over the Internet by a user through a naked web browser.

21. (original) The method of claim 18, wherein the content item information is published over the Internet to a user of a wireless handheld device.

22. (original) The method of claim 18, wherein all of the content item information for an instance is stored in a single database table.

23. (original) The method of claim 22, wherein all of the content item information for a plurality of instances is stored in a single database table.

24. (currently amended) A method of operating an integrated and modular content and format handling publishing system comprising:

(a) handling content, comprising:

(i) providing content definition information comprising content item names and content item data types to a tabular form, and automatically producing a content data structure based on the content definition information,

(ii) ~~(b)~~ entering content item information to an input form that corresponds to the content definition information,

(iii) ~~(c)~~ submitting the content item information to a database, and

(b) ~~(d)~~ handling formatting, comprising generating formatting information for the content item information and storing the formatting information separately from the content item information, and

(c) publishing the content item information to an electronic medium by combining the content item information with content format information.

25. (currently amended) A method as in claim 24, wherein the providing of content definition information comprises comprising ~~(a)~~ (i) accessing a naked web browser, ~~(b)~~ (ii) selecting a predefined content definition, and wherein the publishing of content item information comprises (iii) ~~(c)~~ entering content item information in a form that corresponds to the content definition, ~~(d)~~ combining the content item information with a predefined template to publish so that the content item information is published in a formatted manner.

26. (canceled)

27. (new) One or more processor readable storage devices having processor readable code embodied thereon, said processor readable code for programming one or more processors to perform a method of operating an integrated and modular content and format handling publishing, the method comprising:

(a) handling content, comprising:

(i) providing content definition information comprising content item names and content item data types to a tabular form, and automatically producing a content data structure based on the content definition information,

(ii) entering content item information to an input form that corresponds to the content definition information, and

(iii) submitting the content item information to a database, and

(b) generating content format information for the content item information and storing the content format information separately from the content item information, and

(c) publishing the content item information to an electronic medium by combining the content item information with the content format information.

28. (new) The one or more storage devices of claim 27, wherein the providing of content definition information comprises (i) accessing a naked web browser, (ii) selecting a predefined content definition, and wherein the publishing of content item information comprises (iii) combining the content item information with a predefined template so that the content item information is published in a formatted manner.